

## ORDER



**Orders**  
**Order / Rev:** 711802  
**Alt Order #:** 06305889  
**Product Desc:** ROMNEY FOR PRESIDENT  
**Estimate:** 65  
**Flight Dates:** 09/07/12 - 09/10/12  
**Original Date / Rev:** 09/06/12 / 09/06/12  
**Order Type:** Political

## WKYC

**Primary AE:** Joe Knauer  
**Sales Office:** T-WAS  
**Sales Region:** NAT

**Agency Name:** American Rambler Productions/ POL  
**Buying Contact:**  
**Billing Contact:**  
 138 Conant Street  
 Beverly, MA 01915

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Romney/ R / President  
**Demographic:** A35+  
**Product Codes:** PL-Presidential  
**Priority:** P-5  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/10/12	49	\$39,200.00	\$33,320.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	49	\$39,200.00	\$33,320.00	0.00
<b>Totals</b>	<b>49</b>	<b>\$39,200.00</b>	<b>\$33,320.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
WKYC	23%	\$39,200.00
Market	100%	\$170,434.78

## Competitive Share

	Share	Total
CABLE	0%	\$0.00
WBNX	0%	\$0.00
WEWS	31%	\$52,834.78
WJW	31%	\$52,834.78
WOIO	15%	\$25,565.22
WUAB	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKYC	09/10/12	09/10/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	M- - - - -	:30	2	\$600.00	P-5	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	M- - - - -			2		\$600.00		0.00				
E 2	WKYC	09/07/12	09/07/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	- - - - F - -	:30	2	\$600.00	P-5	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	- - - - F - -			2		\$600.00		0.00				
E 3	WKYC	09/10/12	09/10/12	M-F 7-9a Today Today Show	CM	7a-9a	M- - - - -	:30	2	\$600.00	P-5	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	M- - - - -			2		\$600.00		0.00				

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Advertiser: Romney/ R / President  
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**WKYC**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 4	WKYC	09/07/12	09/07/12	M-F 7-9a Today Today Show	CM	7a-9a	----F--	:30	2	\$600.00	P-5	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	----F--		2				\$600.00		0.00			
E 5	WKYC	09/07/12	09/07/12	M-F 9-10a Today II Today Show II	CM	9a-10a	----F--	:30	2	\$250.00	P-5	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	----F--		2				\$250.00		0.00			
E 6	WKYC	09/10/12	09/10/12	M-F 9-10a Today II Today Show II	CM	9a-10a (9:00 AM-10:00 AM)	M-----	:30	2	\$250.00	P-5	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-----		2				\$250.00		0.00			
E 7	WKYC	09/07/12	09/07/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	----F--	:30	2	\$150.00	P-5	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	----F--		2				\$150.00		0.00			
E 8	WKYC	09/10/12	09/10/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	M-----	:30	2	\$150.00	P-5	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-----		2				\$150.00		0.00			
E 9	WKYC	09/07/12	09/07/12	Days of Our Lives Days of Our Lives	CM	1p-2p	----F--	:30	2	\$250.00	P-5	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	----F--		2				\$250.00		0.00			
E 10	WKYC	09/10/12	09/10/12	Days of Our Lives Days of Our Lives	CM	1p-2p	M-----	:30	2	\$250.00	P-5	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-----		2				\$250.00		0.00			
E 11	WKYC	09/10/12	09/10/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	M-----	:30	2	\$300.00	P-5	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-----		2				\$300.00		0.00			
E 12	WKYC	09/07/12	09/07/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	----F--	:30	2	\$300.00	P-5	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	----F--		2				\$300.00		0.00			
E 13	WKYC	09/10/12	09/10/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	M-----	:30	2	\$1,200.00	P-5	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-----		2				\$1,200.00		0.00			
E 14	WKYC	09/07/12	09/07/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	----F--	:30	2	\$1,200.00	P-5	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	----F--		2				\$1,200.00		0.00			
E 15	WKYC	09/10/12	09/10/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	M-----	:30	2	\$1,200.00	P-5	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-----		2				\$1,200.00		0.00			
E 16	WKYC	09/07/12	09/07/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	----F--	:30	2	\$1,200.00	P-5	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	----F--		2				\$1,200.00		0.00			
E 17	WKYC	09/07/12	09/07/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	----F--	:30	2	\$1,200.00	P-5	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	----F--		2				\$1,200.00		0.00			
E 18	WKYC	09/10/12	09/10/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	M-----	:30	2	\$1,200.00	P-5	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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 Estimate: 65

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 18	WKYC	09/10/12	09/10/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	M-----	:30	2	\$1,200.00	P-5	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	M-----		2				\$1,200.00		0.00			
E 19	WKYC	09/07/12	09/07/12	Tonight Show Tonight Show	CM	1135p-1237a	----F--	:30	2	\$650.00	P-5	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	----F--		2				\$650.00		0.00			
E 20	WKYC	09/10/12	09/10/12	Tonight Show Tonight Show	CM	1135p-1237a	M-----	:30	2	\$650.00	P-5	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	M-----		2				\$650.00		0.00			
E 21	WKYC	09/08/12	09/08/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a	-----S-	:30	1	\$600.00	P-5	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	-----S-		1				\$600.00		0.00			
E 22	WKYC	09/08/12	09/08/12	Sat 9-1030a Channel 3 News 9am Sat	CM	9a-1030a	-----S-	:30	1	\$600.00	P-5	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	-----S-		1				\$600.00		0.00			
E 23	WKYC	09/08/12	09/08/12	Sat 11-1135p LN SAT	CM	11-1130p	-----S-	:30	1	\$1,200.00	P-5	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	-----S-		1				\$1,200.00		0.00			
E 24	WKYC	09/09/12	09/09/12	SUN TDY NBC Today Show (Su)	CM	8a-9a	-----S	:30	1	\$600.00	P-5	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	-----S		1				\$600.00		0.00			
E 25	WKYC	09/09/12	09/09/12	Sun 6-630p Channel 3 News at 6p SUN	CM	6-630p	-----S	:30	1	\$1,200.00	P-5	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	-----S		1				\$1,200.00		0.00			
E 26	WKYC	09/09/12	09/09/12	NFL Regular Season FoM NFL Football	CM	NFL Football (8:00 PM-11:00 PM)	-----S	:30	2	\$3,500.00	P-5	0.00	NM	2	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	-----S		2				\$3,500.00		0.00			
E 27	WKYC	09/09/12	09/09/12	Post NFL News LN Sun Follows NFL	CM	Various	-----S	:30	2	\$1,200.00	P-5	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	-----S		2				\$1,200.00		0.00			
Totals														49	\$39,200.00